

Amendments to the Specification

Please replace paragraph [0013] as follows:

[0013] Figures 4A through 4F ~~4A—4C~~ illustrate an exemplary data structure that may be used to design a database in accordance with a preferred embodiment of a system of the present invention;

Please replace paragraph [0026] as follows:

[0026] Preferred embodiments of a central relational database and a cache database that may be used in connection with connecting end users to URLs in accordance with the present invention are described with reference to Figures 4A through 4F ~~4A through 4C~~ and 5, respectively. Figures 4A through 4F ~~4A through 4C~~ illustrate an exemplary data structure of central relational database 601 (shown in Figure 6) for storing data used in connection with the present invention. Figure 5 illustrates a preferred embodiment of a schema of cache database 603 (also shown in Figure 6). Cache database 603 is designed, in the preferred embodiment, to handle lookup requests with a high degree of performance in terms of speed and capacity. This is accomplished through a combination of the database architecture and RAM caching. In particular, the cache database is, in the preferred embodiment, an object oriented hash based database, not a relational database. Each table in the cache database has a RAM cache.

Please replace paragraph [0027] as follows:

[0027] With reference to Figures 4A through 4F ~~4A through 4C~~, central relational database 601 includes a number of tables. Tables 401, 402, 403, 404 and 405 allow companies to set up and access accounts, and create and manipulate data relating to Links. For example, table 401 is used to store data on the company, such as identification information, password, address and other contact information. Each company has associated with it one or more users that enter information into the system. Tables 402 and 404 are used to store preferences for each user in the system (e.g., whether the user prefers help screens, whether the user prefers to have URLs confirmed prior to their entry into the system etc.) Tables 403 and 405 are used to store information relating to a language preference for the user as well as to set templates for the language

fields used by the user when entering Link information. Tables 406, 407 and 408 are used to store and manipulate codes implemented by a company in bulk.

Please replace paragraph [0035] as follows:

[0035] System 600 includes a central relational database 601 (e.g., as described with reference to Figures 4A through 4F ~~4A through 4C~~) for storing all information used in connection with system 600. Central relational database 601, for example, handles the companies' member accounts, which are used for online insertion or deletion of Links. Central relational database 601 is maintained on a central site 604 and one or more cache databases 603 (e.g., as described with reference to Figure 5) are maintained on cache servers 602. In a preferred embodiment, system 600 includes a standby relational database 605 on standby site 606 that is a real time mirror of central relational database 601. In case of a crash or scheduled downtime on the central relational database 601, the standby relational database 605 will take over.